



Manaaki Whenua
Landcare Research

Moving the Middle

**~ Empowering rural land managers
to act in complex landscapes ~**

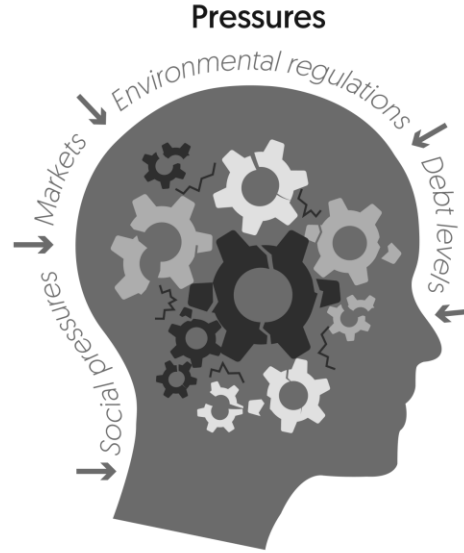
Suzie Greenhalgh

PINZ 2024

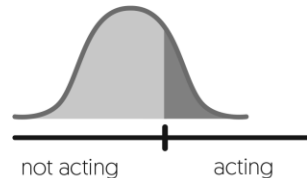
Moving the Middle

Goal: To give land managers greater **confidence & agency** to voluntarily improve their environmental performance

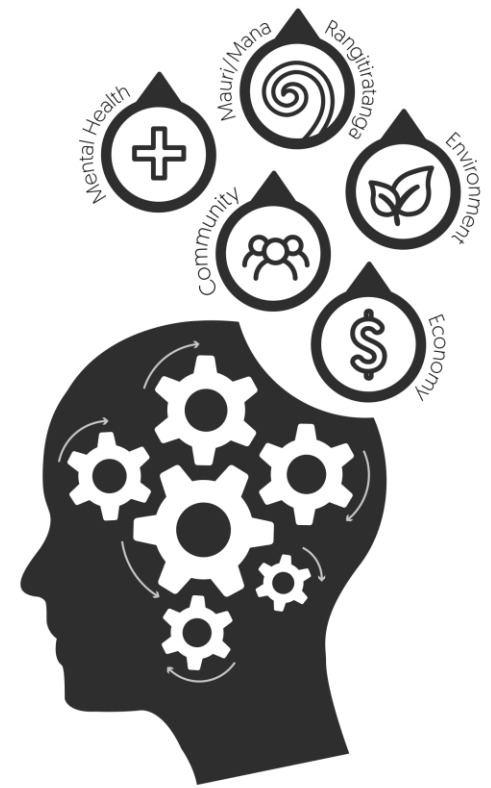
By **identifying & using leverage points for change** in systems affecting land manager decisions



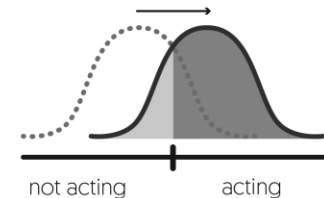
Now



MOVING
THE MIDDLE
Narratives
Change agents
Policy
Investments



After "Moving the Middle"



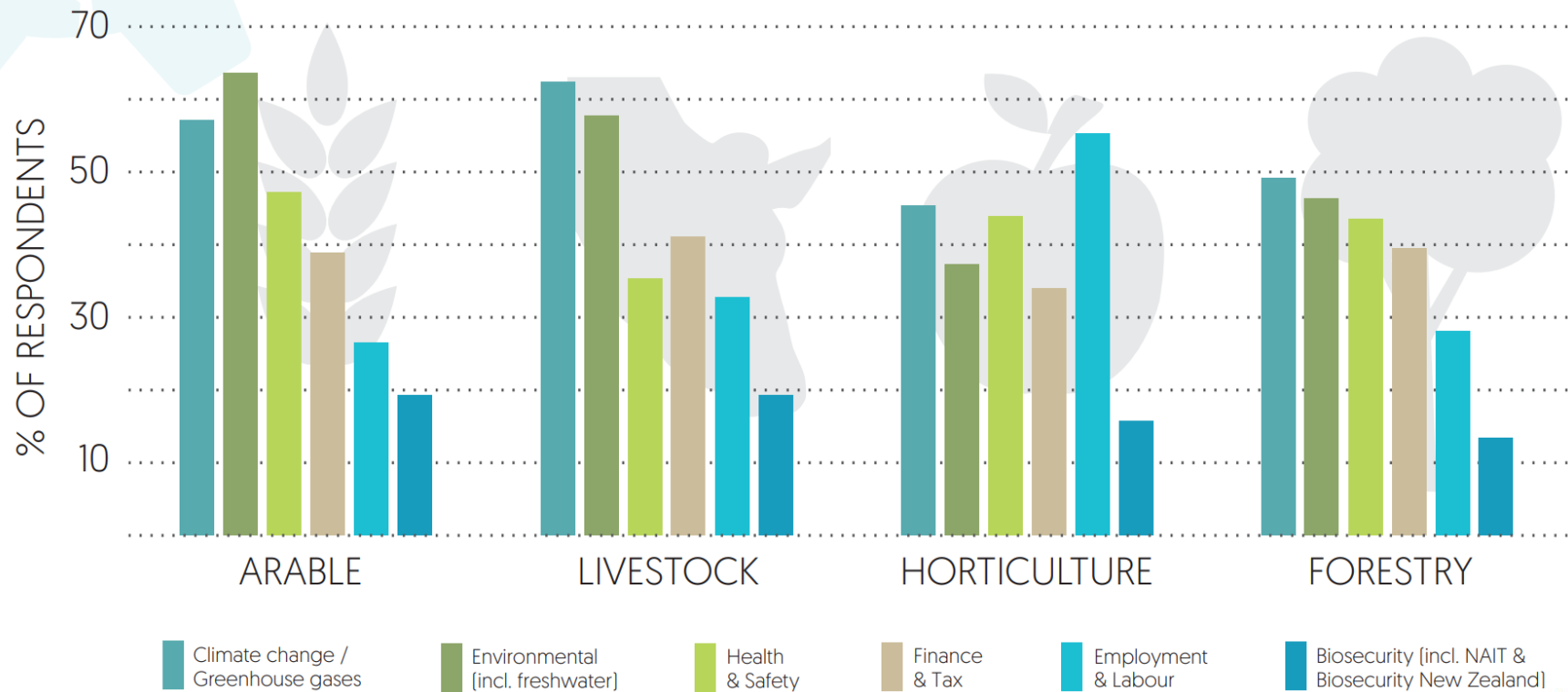
Emerging challenges from the systems that surround farmers

- Too much information
- Contradictions & conflicts
- Context differs between farmers & places
- We are already making changes
- Regulation by numbers
- Everything, everywhere, all at once (cumulative effects)
- Focus is too narrow

For more info:
VallanceS@landcareresearch.co.nz

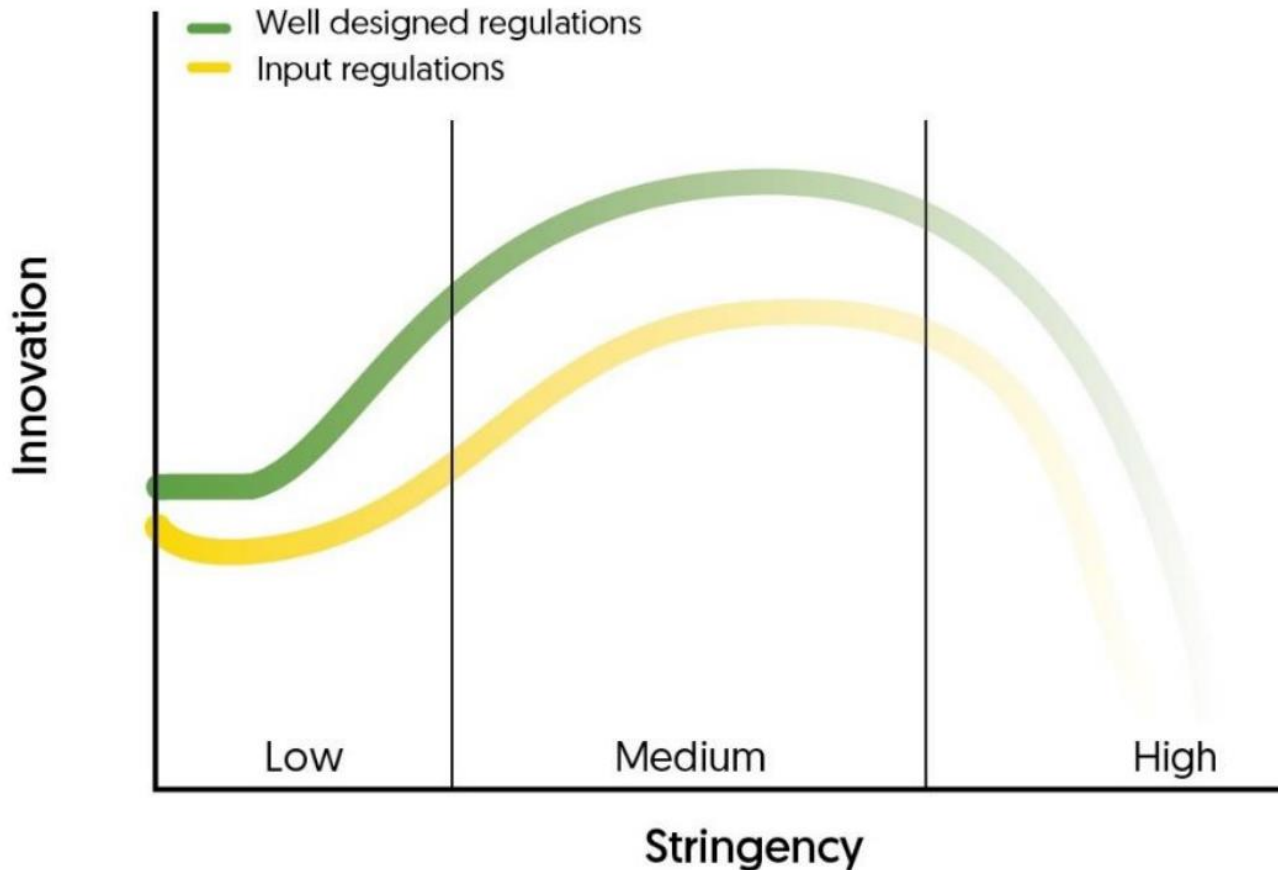


What regulations are causing the most stress in the rural community



For more info: BrownP@landcareresearch.co.nz

Regulation and innovation



There is a sweet spot where regulation stimulates innovation



Farmers & advice

- Farmers are no longer recipients of advice and information
- They are curators who are identifying their needs, seeking advice, weighing up the advice & deciding which way to go

Question is who do
farmers trust when
considering which advice
to take more seriously

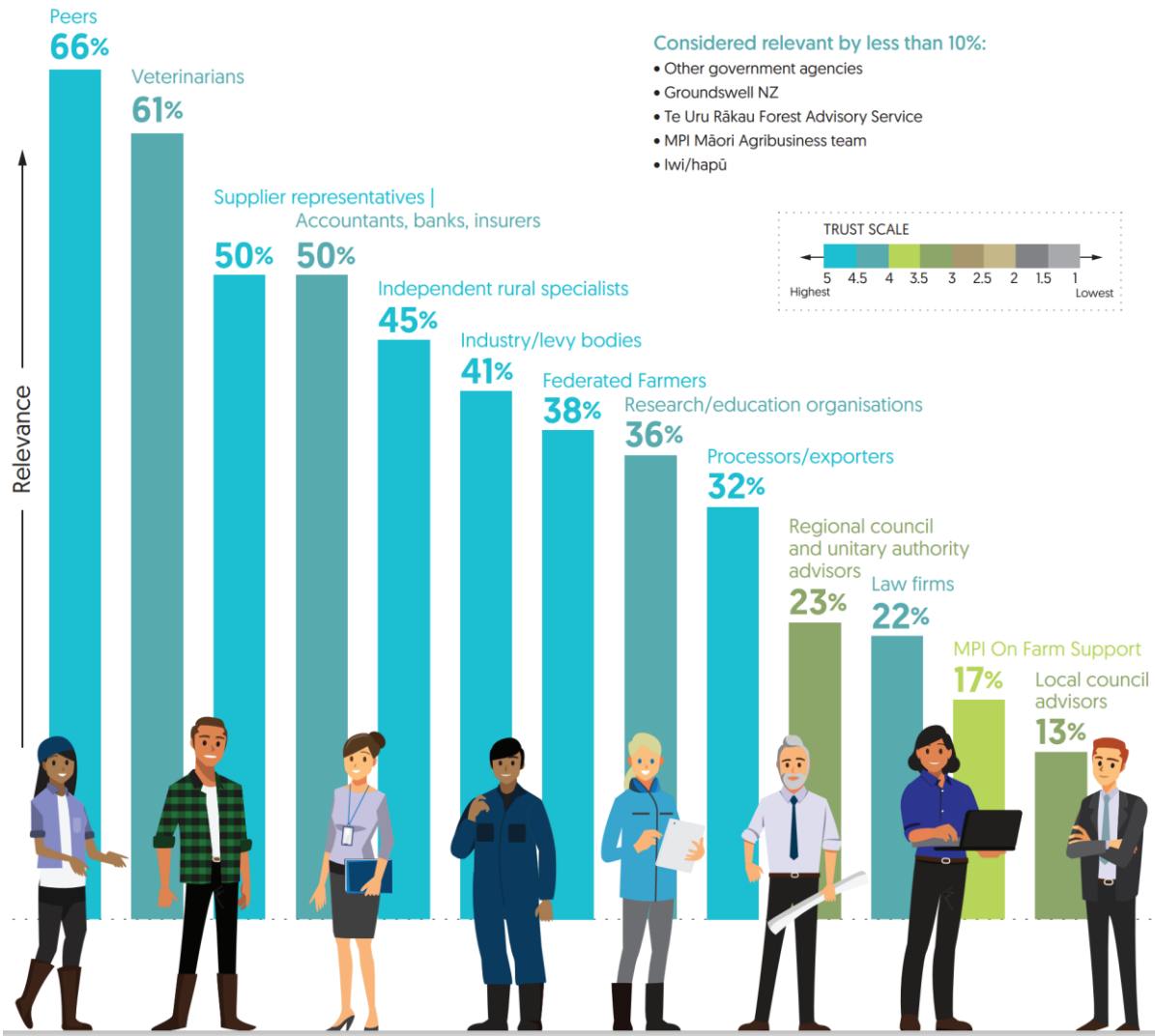
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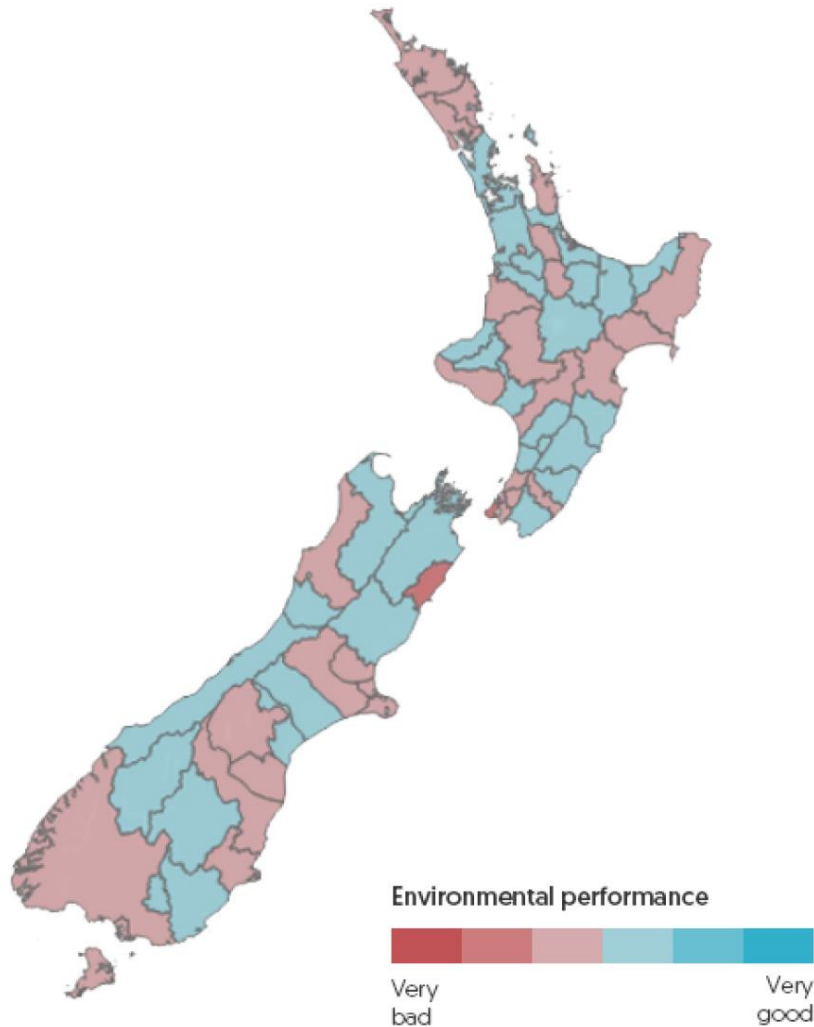


Trusted & relevant sources of advice (in 2023)



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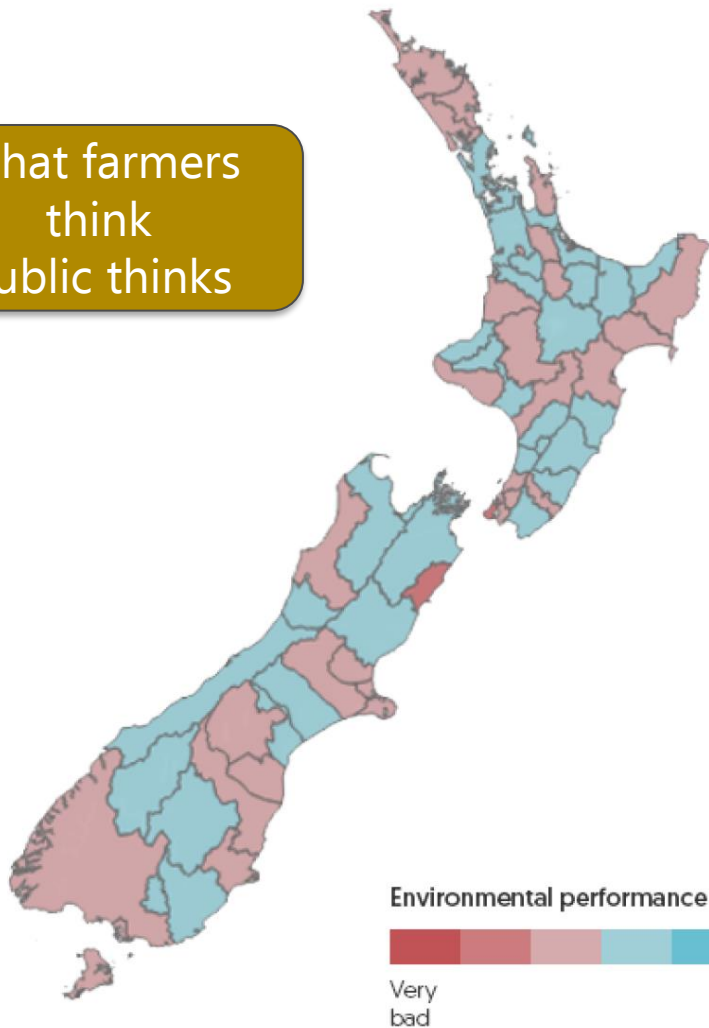


How do you think the NZ public would describe the overall environmental performance of farms, forests, growing operations, and lifestyle blocks in your area?

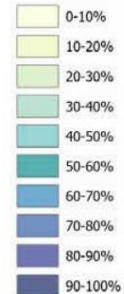
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What farmers
think
public thinks



% of respondents who said
'very good' or 'good'

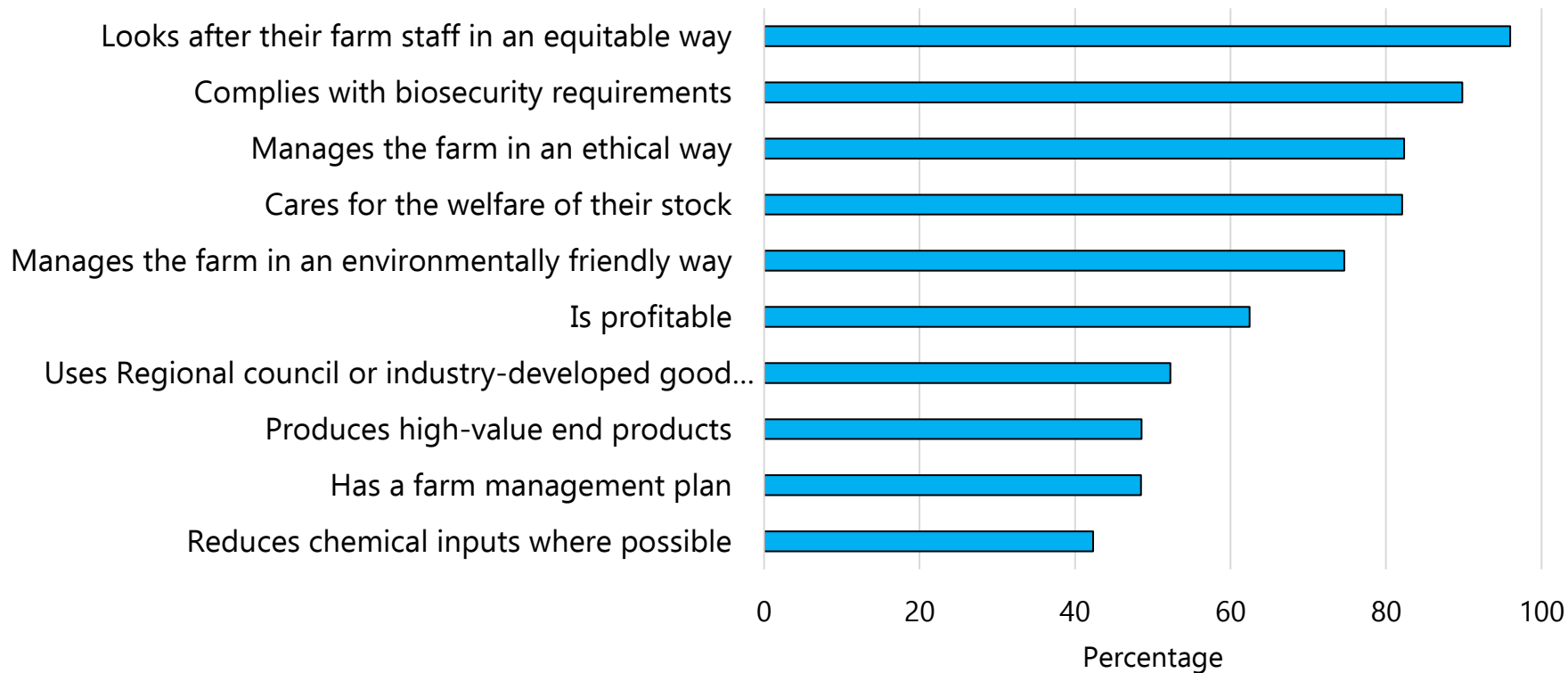


What the
public actually
thinks

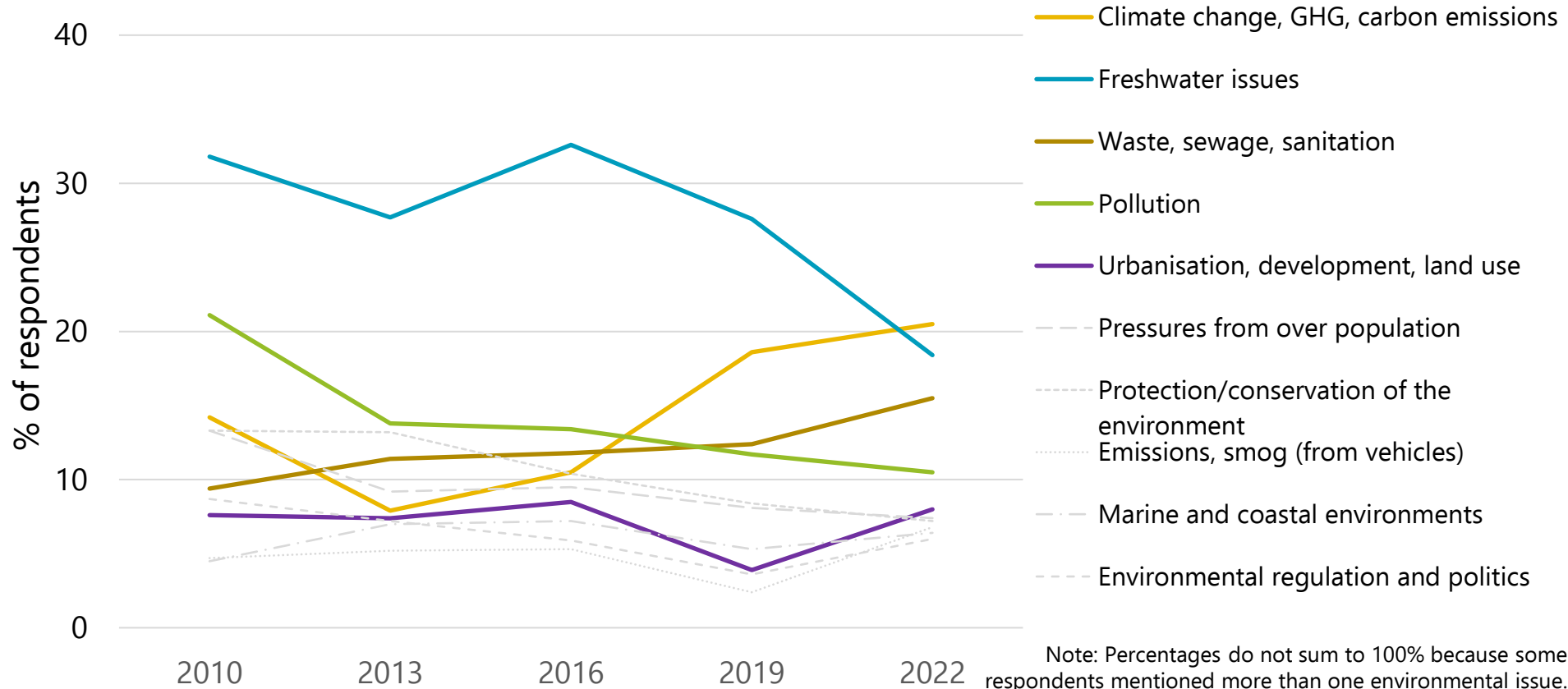


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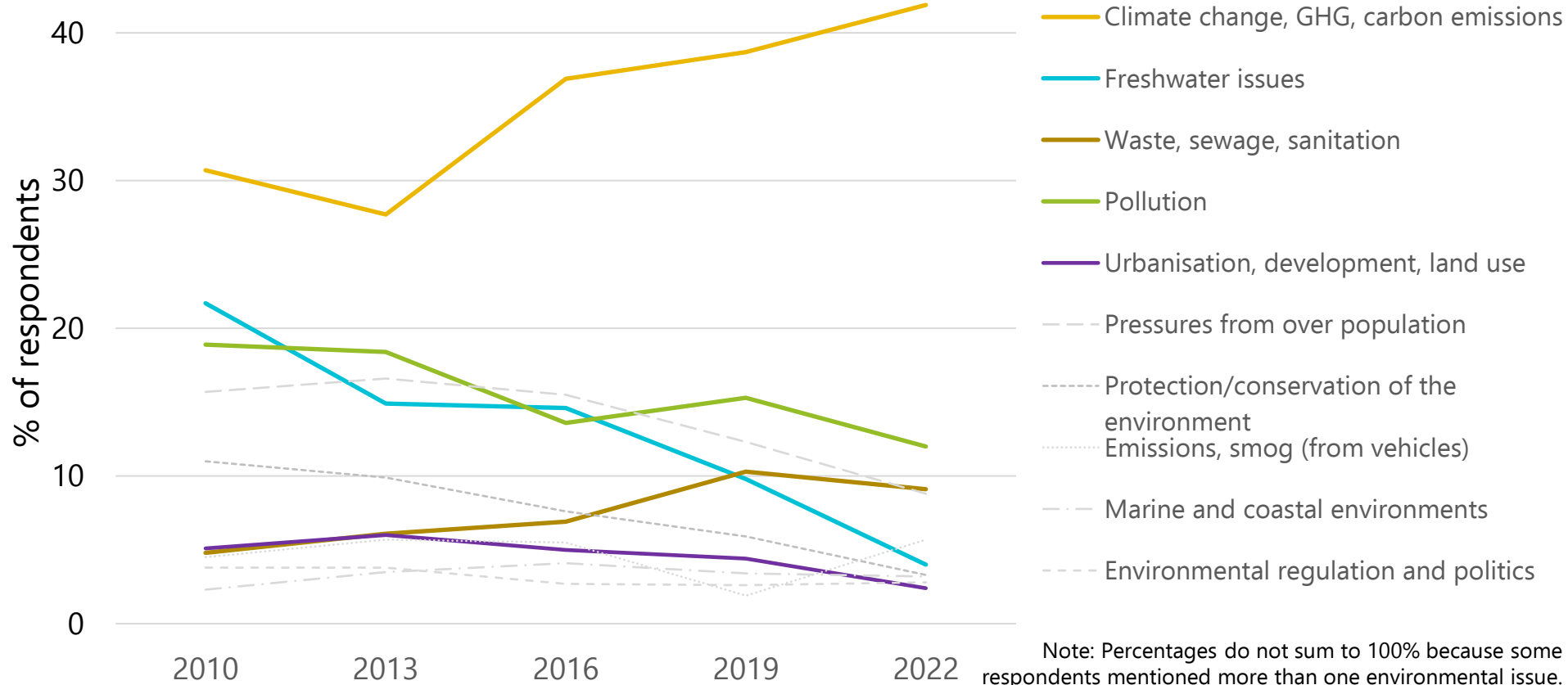
Top 10 attributes that the public thinks make a 'good farmer'



Nzers: Most important environmental issue facing New Zealand



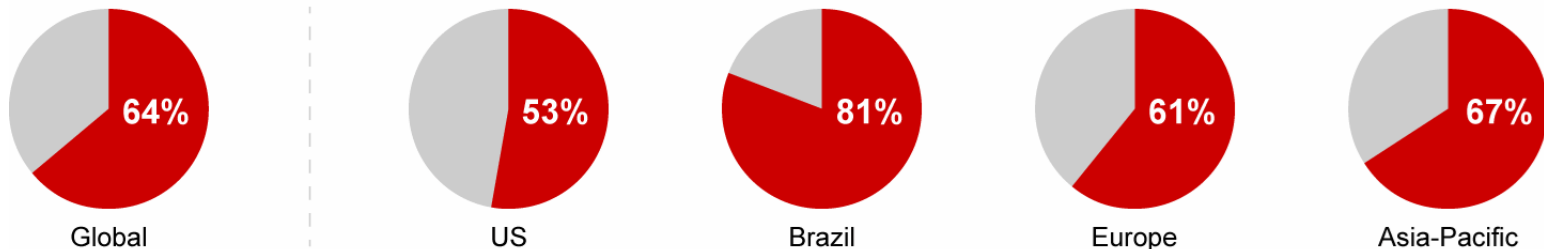
Nzers: Most important environmental issue facing the world



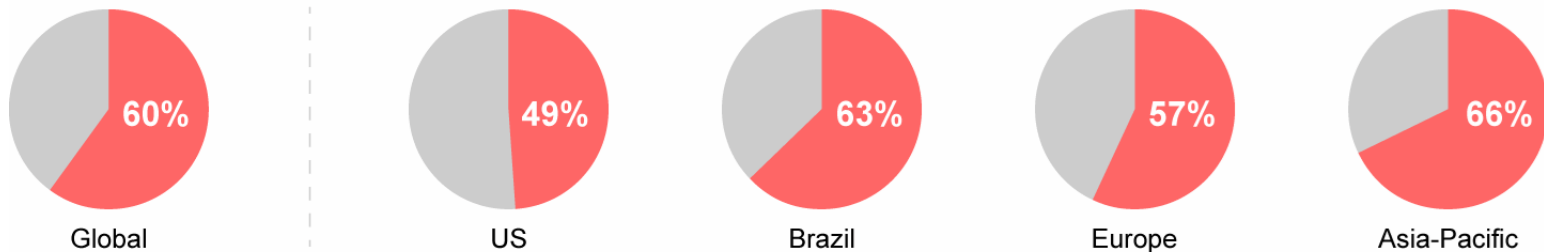
Global consumers: Concern about environmental sustainability



Percentage of consumers who are very or extremely concerned about environmental sustainability



Percentage of consumers whose climate change concerns have intensified over the last 2 years



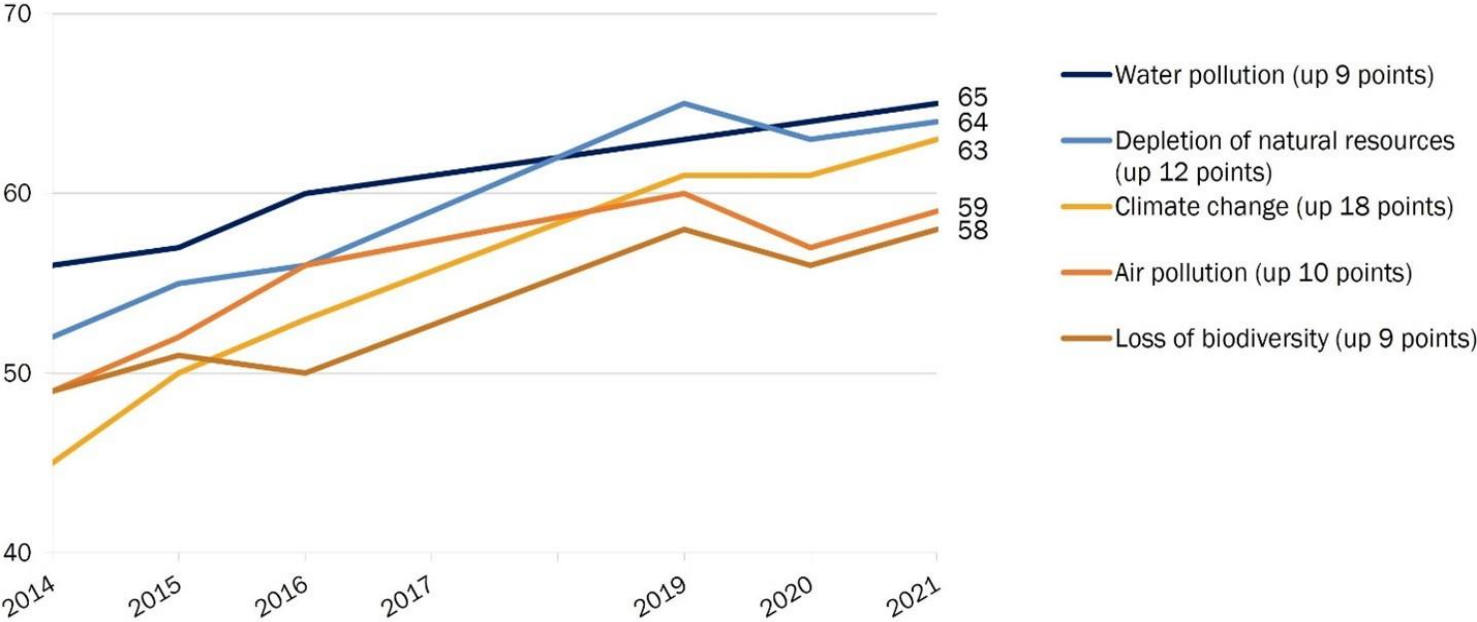
Source: Bain Consumer Lab ESG Survey, June 2023 (n=23,374), including US, Brazil (reweighted by income and region), Europe (France, Germany, Italy, Netherlands, UK), and Asia-Pacific (China, India, Indonesia, Japan)

Global consumers: Perceptions of environment problems



Seriousness of Environmental Problems

“Very Serious,” Average of 17 Markets,* 2014–2021



*Includes Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Kenya, Mexico, Nigeria, Russia, Spain, Turkey, UK, and USA
Not asked in all Markets in all years. Before 2019 this question was asked using an in-person and telephone methodology.

Some major global food companies with net-zero carbon targets



Cloetta

Kraft*Heinz*



MARS





Meeting NZ & global consumer environmental expectations is...

**not just about the leading farmers
but**

Moving the 'Middle' farmers



Thanks

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